



Storm Reports using Social Media

Show me the weather!





Why do we need spotters?



- Spotter reports become part of a national publication called “Storm Data” which serves as an official source of historical weather events
- Ground truth information is what gets public attention
 - *You may save lives!*
 - *You may be the reason a warning is issued!*



What do you report?

Time, Location, Weather!

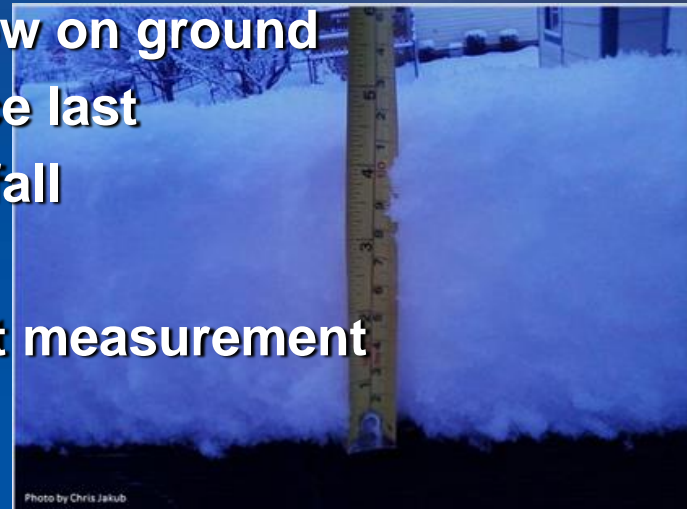
- **Snowfall/Rainfall**
- **Freezing Rain/Sleet**
- **Flooding**
- **Hail stones**
- **Thunderstorm wind damage/gusts**
- **Rotating wall clouds**
- **Funnel clouds**
- **Tornadoes/Waterspouts**



Snowfall



- **Snowfall**: Record snowfall to the nearest tenth of an inch e.g. 1.2”
 - *Avoid measuring next to buildings*
 - *If possible, measure in different locations and find the average*
 - Especially if there is blowing/drifting snow
 - *Snow depth or new snowfall?*
 - Snow depth: Total amount of snow on ground
 - New snowfall: Amount fallen since last measurement or snow began to fall
 - Measured every 6 hours
 - Clear snow collecting area for next measurement





Freezing Rain/Sleet

- Freezing Rain: Always report, regardless of accumulation!
 - *Record ice accumulations to the nearest tenth of an inch i.e. 0.1"*
 - *Report any damage to trees or power lines*
- Sleet: Resembles small hailstones
 - *Record sleet the same way as snowfall*





Rainfall



- Rainfall: Record rainfall to the nearest one hundredth of an inch e.g. 0.01”
 - *Use a rain gauge!*
 - *What time frame is the measurement for?*
 - 6 hours? 24 hours?





Flooding



- Flash Floods: A flood occurring less than 6 hours after heavy rainfall or causative event (e.g. a dam break)
- Rainfall measurements of 1+ inches in an hour → heavy rainfall
- Is there water over the curb or covering the street?
- Is the water stationary or moving?
- Does the water appear deep? i.e. more than 2 ft?





How do you report?



- **Tweet @NWSMKX using #SWiWX** (southern Wisconsin Weather)
- **Have confidence in your report!**
 - Unsure? Don't report it
- **Make sure you include:**
 - Time, Location, and what you are seeing!
- **Don't have a twitter?**
 - Submit on our Facebook page! (*US National Weather Service Milwaukee/Sullivan Wisconsin*)
- **Remember, safety comes first! Make sure you are safe before reporting!**



More about twitter

- Take your twitter report to the next level using:
 - #wxreport and #swiwx
 - Turn on geo-tagging through a 3rd party twitter application and for your account
 - If you do not have geo-tagging, to submit the most accurate location use the following format:
 - *WW your location WW your weather report*
 - *If possible use a latitude and longitude!*
 - *If latitude/longitude is not possible, use an address, intersection, city, or even just the zip code*
- Ex without geo-tag: **@NWSMKX #swiwx #wxreport WW N3533 Hardscrabble Rd, Dousman, WI WW 6.0" new snow as of 1pm.**